

In the Claims

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2 **1.—34. (Cancelled)**
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4 **35. (Previously Presented)** A processor-readable medium comprising
5 processor-executable instructions for generating a PPML (personalized print
6 markup language) document and translating the PPML document into a PDF
7 (portable document format) document, the processor-executable instructions
8 comprising instructions for:

9 marking a first PDF document to create a PPML template, wherein portions
10 of the first PDF document are marked to become variables in the PPML template
11 and other portions of the first PDF document are marked to become a background
12 in the PPML template;

13 populating the PPML template with content and data, wherein the content
14 and data are put into locations within the PPML template associated with the
15 portions of the first PDF document marked to become variable, thereby creating
16 the PPML document;

17 parsing structures within the PPML document;

18 generating a PDF document tree;

19 populating the PDF document tree with objects identified when parsing the
20 PPML document;

21 configuring a second PDF document according to the PDF document tree;

22 and

23 printing the second PDF document.
24
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1 **36.** (Previously Presented) The processor-readable medium of claim 35,
2 wherein populating the PDF document tree comprises instructions for:

3 resolving tags found when parsing the PPML document referring to
4 external objects by un-marshalling the external objects and inserting them within
5 the PDF document tree.

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7 **37.** (Previously Presented) The processor-readable medium of claim 35,
8 wherein populating the PDF document tree comprises instructions for:

9 interpreting the parsed structures from the PPML document for attachment
10 to locations on the PDF document tree.

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12 **38.** (Previously Presented) The processor-readable medium of claim 35,
13 wherein parsing structures within the PPML document comprises instructions for:

14 parsing both background and variable structures within the PPML
15 document.

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17 **39.** (Previously Presented) The processor-readable medium of claim 35,
18 additionally comprising instructions for:

19 assigning rules to govern operation of variables within the PPML template.

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21 **40.** (Previously Presented) The processor-readable medium of claim 39,
22 wherein the rules are configured as macros.

1 **41.** (Previously Presented) The processor-readable medium of claim 35,
2 wherein marking portions of the first PDF document to be variables comprises
3 instructions for:

4 marking text regions for substitution of alternate text; and
5 marking image regions for substitution of alternate images.

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7 **42.** (Previously Presented) A computer implemented method for
8 generating a PPML (personalized print markup language) document and
9 translating the PPML document into a PDF (portable document format) document,
10 the method comprising:

11 providing tools to allow a user to mark a first PDF document to create a
12 PPML template, including tools to mark portions of the first PDF document to
13 become variables in the PPML template and tools to mark other portions of the
14 first PDF document to become a background in the PPML template;

15 merge the PPML template with content and data, wherein the content and
16 data are put into locations within the PPML template associated with the portions
17 of the first PDF document marked to become variable, thereby creating the PPML
18 document;

19 parsing structures within the PPML document;

20 generating a PDF document tree populated with objects identified when
21 parsing the PPML document;

22 configuring a second PDF document to include to the PDF document tree;
23 and

24 printing the second PDF document.
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2 **43.** (Previously Presented) The method of claim 42, wherein generating
3 a PDF document tree populated with objects identified when parsing the PPML
4 document comprises:

5 resolving tags found when parsing the PPML document referring to
6 external objects by un-marshalling the external objects and inserting them within
7 the PDF document tree.
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9 **44.** (Previously Presented) The method of claim 42, wherein generating
10 a PDF document tree populated with objects identified when parsing the PPML
11 document comprises:

12 interpreting the parsed structures from the PPML document for attachment
13 to locations on the PDF document tree.
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15 **45.** (Previously Presented) The method of claim 42, wherein parsing
16 structures within the PPML document comprises:

17 parsing both background and variable structures within the PPML
18 document.
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20 **46.** (Previously Presented) The method of claim 42, additionally
21 comprising:

22 assigning rules to govern operation of variables within the PPML template.
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1 **47.** (Previously Presented) The method of claim 46, wherein the rules
2 are configured as macros.

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4 **48.** (Currently Amended) The method of ~~claim 41~~claim 42, wherein
5 marking portions of the first PDF document to be variables comprises:
6 marking text regions for substitution of alternate text; and
7 marking image regions for substitution of alternate images.

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9 **49.** (Previously Presented) A processor-readable medium comprising
10 processor-executable instructions for generating a PPML (personalized print
11 markup language) document and translating the PPML document into a PDF
12 (portable document format) document, the processor-executable instructions
13 comprising instructions for:

14 in response to user operation of marking tools, defining within a first PDF
15 document portions of the first PDF document to become variables in a PPML
16 template and other portions of the first PDF document to become a background in
17 the PPML template;

18 merging the PPML template with text and image data, wherein the data are
19 put into locations within the PPML template associated with the portions of the
20 first PDF document marked to become variable, thereby creating the PPML
21 document;

22 parsing structures within the PPML document;

23 generating a PDF document tree populated with objects identified when
24 parsing the PPML document;

1 configuring a second PDF document according to the PDF document tree;
2 and
3 printing the second PDF document.
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5 **50.** (Previously Presented) The processor-readable medium of claim 49,
6 wherein objects identified when parsing the PPML document are obtained by
7 resolving tags found in the PPML document by referring to external objects and
8 un-marshalling the external objects.
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10 **51.** (Previously Presented) The processor-readable medium of claim 49,
11 wherein parsing structures within the PPML document comprises instructions for:
12 parsing both background and variable structures within the PPML
13 document.
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15 **52.** (Previously Presented) The processor-readable medium of claim 49,
16 additionally comprising instructions for:
17 assigning rules to govern operation of variables within the PPML template,
18 wherein the rules are configured as macros.
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20 **53.** (Previously Presented) The processor-readable medium of claim 49,
21 wherein marking portions of the first PDF document to be variables comprises
22 instructions for:

23 marking text regions for substitution of alternate text; and
24 marking image regions for substitution of alternate images.
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2 **54.** (Previously Presented) The processor-readable medium of claim 49,
3 wherein the PPML template is configured according to instructions for:

4 combining one or more variable objects, a macro file containing rules to
5 govern use of the one or more variable objects, and the background, thereby
6 forming the PPML document.
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